

**GOVERNMENT OF ANDHRA PRADESH**  
**A B S T R A C T**

Cinemas – Grant of Cinematograph License and special rates of admission to M/s Cinepolis India Private Limited, Mogalrajapuram, Vijayawada with (6) Screens limiting the number of shows to five (5) per day between 10.00 A.M. to 1.00 A.M. – Permission accorded -Orders – Issued.

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**HOME (GENERAL) DEPARTMENT**

**G.O.MS.No. 18**

**Dated:19-02-2015.**  
**Read the following:-**

1. From the Authorised Signatory, M/s Cinepolis India Private Limited, Lr dated 12-08-2014.
2. From the Joint Collector & Additional District Magistrate, Krishna, Machilipatnam, Rc.C2/125/M/2014, dated 10-12-2014.

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ORDER:

In the reference 1<sup>st</sup> read above, the Authorized Signatory, M/s Cinepolis India Private Limited has requested to grant Cinematograph License and accord special rates of admission to M/s Cinepolis India Private Limited, Mogalrajapuram, Vijayawada.

2. In the reference 2<sup>nd</sup> read above, the Joint Collector and Additional District Magistrate, Krishna has stated that the Sub-Collector, Vijayawada, reported that she has personally inspected the PVP Square on 08-11-2014 and reported the upto date available facilities in the Cinepolis Multiplex which are as follows:-

1. Luxurious interiors of International standards.
  2. Fully air-conditioned auditoriums, lobby and Cafeteria.
  3. Plush carpeting in the auditoriums.
  4. State of the art LCD screen in the Box Office, Lobby and Cafeteria displaying information for customers.
  5. Comfortable Rocker and Recliner seats with comfortable leg space between the rows.
  6. Sensors used for Auto Flush Toilet Facility with high levels of hygiene in the multiplex and its restrooms through constant housekeeping efforts with auto air fresheners
  7. Inherent fire retardant seat Fabric and wall fabric.
  8. Auto Air Neutralizer at the rest rooms, Auditoriums and lobby.
  9. Ultra Modern firefighting system and Safety, security systems with 4 monitoring stations.
  10. Fire dampers in all AHUs.
  11. Round the clock power back up with hi-end Generator Set Facility.
  12. All the critical systems have UPS backup facility thereby enabling uninterrupted movie viewing even during power failures.
  13. Emergency lights on invertors all over the property.
  14. LED lights on every step riser in the auditorium, and exit signs on invertors.
  15. BARCO digital projectors – 2K.
  16. Efficiently designed acoustic system in all auditoriums, providing patrons with a superior sound.
  17. Digital sound system with QSC 7.1 in all the 6 screens.
- (p.t.o.)

- 18. Real D Projection for 3D Movie experience.
- 19. Three-way surround sound System.
- 20. Computerized Ticketing Facility.
- 21. Internet bookings and telebooking which makes the process of booking tickets easy and convenient for customers.
- 22. Wide Screen
- 23. 2 Box offices with 8 counters one at the Ground Level and another at Cinema Floor.
- 24. Seat Service Food Items.
- 25. P.D.A. (Personal Digital Assistants) Food Ordering . The P.D.As with W-Fi (Wireless Fidelity) connection also provided.
- 26. The Management has provided the Tele booking facility.
- 27. The management has upgraded the Internet Booking by increasing the bandwidth from 512 kbps to 4 Mbps.
- 28. The speakers has been upgraded from QSC-2 and QSC-3 way Combination to QSC-3 with 8 channel QSC processor (Surrounded EX) with Extra 2 (2+2) sub offers and amplifiers.
- 29. The management has provided the Digital Projectors in all the auditoriums.

3. The Joint Collector and Additional District Magistrate, Krishna has stated that the Sub-Collector, Vijayawada has reported that the rates of admission may be raised to Rs.125/- for Executive Class and Rs.175/- for VIP category as all facilities offered by the Cinepolis Management is on par with prevailing competing standards.

4. The Joint Collector and Additional District Magistrate, Krishna has also stated that the Management had furnished all the "No Objection Certificates" from the respective Departments like Revenue Divisional Officer, Vijayawada, Commissioner of Police, Vijayawada, Municipal Commissioner, Vijayawada , Executive Engineer Roads & Buildings, Director General, Fire Services and others concerned.

5. Government, after careful examination of the matter and in exercise of the powers conferred under Section 12 of Andhra Pradesh Cinemas (Regulation) Act,1955 and under clause (a) of sub rule (3) of Rule 11(B) of the Andhra Pradesh Cinemas (Regulation) Rules,1970, hereby grant Cinematograph License and special rates of admission to M/s Cinepolis India Private Limited, Mogalrajapuram, Vijayawada with six (6) screens and also permit to screen five (5) shows per day during 9.00 A.M. to 1.00 A.M. (after mid-night) in all the six screens in relaxation of item No.43 of 'B' Form Licensing Condition. The rates of admission allowed in M/s Cinepolis India Private Limited, Mogalrajapuram, Vijayawada are as stated below:-

Screen 1	Class	Number of Seats	Special Rate of Admission Permitted
	Executive	224	₹ 125/-
	Total Seats	224	

Screen 2	Class	Number of Seats	Special Rate of Admission Permitted
	Executive	265	₹ 125/-
	VIP	13	₹ 175/-
	Total Seats	278	

Screen 3	Class	Number of Seats	Special Rate of Admission Permitted
	Executive	203	₹ 125/-
	Total Seats	203	

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Screen 4	Class	Number of Seats	Special Rate of Admission Permitted
	Executive	138	₹ 125/-
	Total Seats	138	

Screen 5	Class	Number of Seats	Special Rate of Admission Permitted
	Executive	213	₹ 125/-
	VIP	13	₹ 175/-
	Total Seats	226	

Screen 6	Class	Number of Seats	Special Rate of Admission Permitted
	Executive	185	₹ 125/-
	VIP	12	₹ 175/-
	Total Seats	197	

6. The grant of cinematograph license and the special rates of admission permitted above is subject to the conditions laid down in the Annexure appended to this order being strictly fulfilled by the Management of M/s Cinepolis India Private Limited, Mogalrajapuram, Vijayawada.

7. The District Collector and Magistrate, Krishna shall take further necessary action accordingly in the matter.

**Dr.B.PRASADA RAO,  
PRINCIPAL SECRETARY TO GOVERNMENT**

To

The Collector and District Magistrate, Krishna, Macilipatnam.

Copy to :-

The Authorized Signatory,

M/s Cinepolis India Private Limited,  
Flat C, Madhava Plaza, Near Jammichettu,  
Mogalrajapuram, M.G.Road,  
Vijayawada – 520010.

The P.S. to Hon'ble Chief Minister and Minister for Cinematography.

The P.S to Principal to Govt., Home Department.

Sc/Sf.

**// FORWARDED :: BY ORDER//**

**SECTION OFFICER**

ANNEXURE TO G.O.MS.No. 18,HOME (GENERAL) DEPARTMENT

Conditions for Multiplexes

- a) The CCTV system shall be maintained without any interruption.
- b) Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.
- c) The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

Conditions for Theatres and Multiplexes

- 1) The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.
- 2) All gangways, exits and treads of steps and stairways shall be maintained with no slippery surfaces at all times.
- 3) The corridors, area earmarked for lobby and parking for the use of cine-goers, should not be let out for any commercial or other purpose.
- 4) No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.
- 5) Emergency evacuation plan shall be drawn and got approved by the licensing authority within one month. (Uphaar Theatre- Hon'ble Supreme Court Directions)
- 6) A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar Theatre -Hon'ble Supreme Court Directions).
- 7) The staff/ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once every 6 months. (Uphaar Theatre- Hon'ble Supreme Court Directions).
- 8) While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (*Uphaar Theatre - Hon'ble Supreme Court Directions*).
- 9) The emergency department telephone numbers of the nearest Hospitals, Police Station and Fire Department shall be displayed in every show.
- 10) The Management should facilitate periodical inspection by the Fire Officer concerned.
- 11) The Management should obtain insurance coverage for all the employees and audience/visitors/vendors.

(p.t.o)

- 12) The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.
- 13) There should be no modifications to the available parking area as seen in the re-inspection report to avoid reduction in parking area.
- 14) Adequate valet parking staff and security guards should be provided for a parking convenience, safety and traffic regulation at entry and exit.
- 15) All precautions should be taken for safety during movement and parking of vehicles inside the multiplex area.
- 16) No obstruction should be made in form of advertisement boards, stalls, etc in and around the multiplex which hinders free movement of vehicles and parameters of safety.
- 17) Toilets should be clean and hygienically maintained, adequate number of wash basins of porcelain/stainless steel shall be provided along with soap to wash hands, with warm running water, and hot air for cleaning hands and drying them hygienically. Clean and dry towels shall be kept for the use of customers. Under no circumstances should the toilets and wash- basins be clogged and in a stinking condition. Any complaint in this regard will be viewed seriously.
- 18) The rates of food items, snacks and beverages sold in the premises shall be at reasonable rates and should never exceed the retail price printed thereon. Foodstuffs and snacks should always be fresh and hygienically packed. There shall be no exploitation of customers in this regard. Any complaint in this regard will result in imposition of severe penalties.
- 19) Air conditioners should be maintained in proper condition, and if found not working severe penalty will be imposed.
- 20) Fresh and clean drinking water must be provided for the patrons.
- 21) The parking areas of the Multiplex and the nearby commercial complex should be kept separate.
- 22) There should be smooth finish in the space between the road and entry/exit of the Mall.
- 23) There are minor signages and painting to be completed at basement levels III & IV. They should be finished before operating the Cinema theatre.
- 24) Women Help Desk: The Management shall arrange for Women Help Desk to help/assist women patrons especially for night shows from 7:00 P.M. to 1:00 A.M. which includes arranging for Taxi if they want keeping details of Taxi drivers for safety of women patrons.

**Dr.B.PRASADA RAO,  
PRINCIPAL SECRETARY TO GOVERNMENT**